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(71) Applicant *(for all designated States except US)*: **KONINKLIJKE PHILIPS ELECTRONICS N. V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventor; and

(75) Inventor/Applicant *(for US only)*: **LIENHARD, Martin** [CH/DE]; c/o Philips Intellectual Property &, Standards GmbH Weisshausstr. 2, 52066 Aachen (DE).

(74) Agent: **VOLMER, Georg**; Philips Intellectual Property &, Standards GmbH Weisshausstr. 2, 52066 Aachen (DE).

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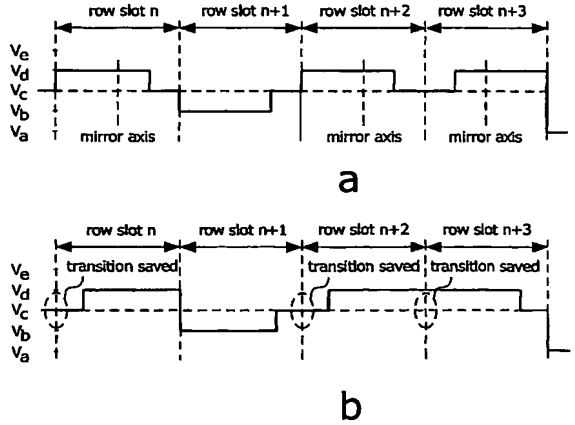
(54) Title: DISPLAY DEVICE AND METHOD FOR DRIVING A DISPLAY DEVICE WITH REDUCED POWER CONSUMPTION



(57) Abstract: The invention concern a display device comprising a liquid crystal material between a first substrate provided with row electrodes (7) and a second substrate provided with column electrodes (6), in which overlapping parts of the row and column electrodes define pixels (8), driving means (5) for driving the column electrodes (6) in conformity with an image to be displayed, and driving means (4) for driving the row electrodes (7), wherein the row electrodes (7) select at least one row during a row selection time and column voltages ($G_j(t)$) are supplied to the column electrodes (6), wherein the column voltage waveform depends on the grey scale to be displayed by the driven pixel in a certain column and depends on a used selection signal (F_i) for the selected row, wherein a column voltage ($G_j(t)$) is switchable between at least two different column voltage levels during a row selection time. To provide a display device having low power consumption and in particular to minimize the number of transitions of the column driving signal the column voltage waveform for a following row selection time is mirrored on a mirror axis, if the column voltage at the end of the current row selection time is the same as the column voltage at the end of the following row selection time.

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